



Virginia Green Attractions



Profile:

White Rock Vineyards and Winery



Goodview, Virginia

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Attractions** have been thoughtfully planned and designed to minimize their impacts on the environment. This attraction has met the established "core activities" for **Green Attractions** and has committed to communicate its activities to its guests. Below is a list of this attraction's "green" activities that guests can expect.

White Rock Winery

Green Statement: "Conservation of our natural resources has always been a concern of ours. We are very interested now in developing green energy production methods such as wind and solar to reduce our dependence on fossil fuels."



CORE ACTIVITIES for all *Virginia Green Attractions*

CORE ACTIVITIES for Green Attractions

- Recycling and Waste Reduction.** Virginia Green facilities must recycle Glass Bottles and are highly encouraged to maintain a comprehensive recycling program. This facility pledges that they:
 - Recycle: glass, aluminum cans, steel cans, plastic, office paper, toner cartridges, newspaper, cardboard, packing supplies, fluorescent lamps, batteries, electronic equipment
 - Compost food waste and other compostables
 - Use reusable dishware and glassware and minimize use of disposables
 - Use non-bleached napkins and coffee filters
 - Use water pitchers and filtered water to minimize single use bottles
 - Use screen based ordering systems
 - Use bulk soap dispensers in public restrooms
 - Encourage suppliers to minimize packaging and other waste materials
 - Purchase from vendors and service providers with a commitment to the environment
 - Use electronic correspondence and forms
 - Purchase durable equipment and furniture
 - Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
 - Use a last-in/first-out inventory and labeling system
 - Use less toxic materials
 - Minimize the use of pesticides and herbicides
 - Use a nutrient management plan that minimizes the use of fertilizers
 - Use integrated pest management (IPM)
 - Discounts to customers who refill plastic wine totes
 - Use paper bags that can be recycled

Styrofoam/Disposables Minimization. Participants are encouraged to minimize use of all disposables and eliminate the use of Styrofoam products for take-out and left-overs. This restaurant pledges that they:

- Do not use disposable food/beverage containers

Water Conservation. The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:

- Perform preventative maintenance to stop drips and leaks
- Have low flow toilets
- Discourage water-based cleanup (sweeping first)
- Maintain vegetative buffers around streams and ponds

Energy Conservation. The facility must have a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives. This facility pledges that they:

- Track overall energy bills
- Have a numeric goal of how much they want to reduce their energy usage over time
- Use:
 - compact fluorescent light bulbs in all rooms and in canned lighting
 - ceiling fans
- Have high efficiency heating & air conditioning (HVAC) systems
- Perform preventative maintenance on HVAC system
- Have thermal-rated windows and insulation



Green Events Package. The facility must offer a “green” or “environmentally-friendly” package for conferences, meetings and other events. Even if the facility only offers occasional, small events, at least recycling will be provided. This facility pledges that they:

For more information on **White Rock Vineyards & Winery**, see www.whiterockwines.com or contact Drema Sylvester at info@whiterockwines.com or 540-890-3359.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen or www.viriniagreentravel.org.



Virginia Green is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

